



## Job Description

**Job Title:** Corporate Business Development Manager

**Reporting to:** Head of Development

**Direct Reports:** Volunteer supervision as required

**Grade:** Managerial/Specialist

**Team:** Development

**Group:** Finance and Resources

### ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Finance and Resources Group comprises the Finance, Human Resources (HR) and Volunteering, Estates, Development and IT teams. We support the Museum to manage and develop all resources and activities effectively and flexibly to meet its charitable objectives and strategic ambitions, within a professional, collaborative, diverse and entrepreneurial culture. The team is also responsible for ensuring that appropriate controls are in place to meet all legal and regulatory requirements.

### **Purpose of the Job**

To develop, manage and deliver the Museum's corporate partnerships and acquisitions strategy and a corporate volunteering strategy. To work as part of the wider Development Team to achieve collective revenue and campaign targets.

### **Key Role Responsibilities**

- Deliver and continue to develop the Museum's Corporate Partnerships, Acquisitions and volunteering strategy.
- Manage and develop the Museum's high impact existing relationships with corporate partners.
- Secure new business partnerships to meet corporate income targets.
- Lead on the provision of robust cultivation and stewardship activities for corporate prospects, partners and donors.
- Develop partnership proposals, working cross departmentally to create tailored approaches.
- Present to and negotiate with new and existing partners to secure increased income.
- Deliver the Museum's Corporate Membership Programme to grow annual revenue.
- Establish a monitoring framework, including KPI's regarding key budget allocation/decision dates. Provide monthly financial reporting and other management information as required.
- Work as part of the wider Development Team to achieve collective revenue and campaign targets
- Liaise with other museum and visitor attraction membership groups and organisations to keep up with and share best practice.
- Work closely with other members of the Development Team to share knowledge of prospects, programmes and opportunities to deliver the Museum's Strategy and Business Plan demonstrating positive collaboration and problem solving.
- Build and maintain partnerships with relevant external contacts and stakeholders representing the RAF Museum externally when required.
- Act as the main point of contact and manage the relationships with service providers negotiating contracts and renewal of services.

- Updating supporter information systems on a regular basis in line with GDPR legislation to ensure all records are up to date and accurate.
- Keep up to date with fundraising, legal and financial compliance.
- Work with the Campaign Board to assist in developing effective and personal relationships with their contacts to achieve our fundraising targets.
- Cultivate internal relationships that cross team boundaries and demonstrate a willingness to collaborate with all team members in order to increase the success of applications and to ensure that communication with funders is timely and of a high quality.

### **Additional General Responsibilities**

#### **Relationships**

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

#### **Budgets and Resources**

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

#### **Policies and Procedures**

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Professionally challenge procedures that do not add value to the Museum.

#### **Personal Responsibilities**

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.
- Be a positive influence and role model, acting with integrity and professionalism and tackling challenges in a pragmatic and collaborative manner, to bring your team and the wider staff along with you when changes and developments are being implemented.

#### **General Consideration**

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

## **Person Specification:**

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

<b>COMPETENCY</b>	<b>DETAILS</b>
<b>Essential technical requirements</b>	<ul style="list-style-type: none"><li>• Outstanding track record in achieving five and six figure donations from corporate partners.</li><li>• Proven fundraising track record in corporate fundraising, new business acquisition or commercial role including strategy implementation and partnership management.</li><li>• Experience of producing a fundraising case for support and other fundraising marketing materials or commercial sales materials.</li><li>• Experience of using Raiser's Edge or similar donor database within a fundraising environment.</li><li>• Experience of success in delivering successful donor relations activities.</li><li>• Experience in prospect research and donor information management.</li><li>• Experience working within a target-driven fundraising environment.</li><li>• Familiar with GDPR and relevant fundraising and data legislation.</li></ul>
<b>Communication &amp; Engaging People</b>	<ul style="list-style-type: none"><li>• Communicates in a straightforward manner, demonstrating respect and acting with integrity and impartiality.</li><li>• Is open and inviting of the views of others and is confident in constructively challenging views and proposals.</li><li>• Leads by example, acting as a role model and exemplifying appropriate behaviours and values, encouraging others to do the same and promoting a positive culture, acting promptly and appropriately when standards aren't met.</li><li>• Ensures individual contributions are maximised by an appropriate mix of coaching, development, guidance support and performance management.</li></ul>
<b>Decision Making &amp; Problem Solving</b>	<ul style="list-style-type: none"><li>• Recognises scope of own authority for decision making and empowers team members to make appropriate decisions.</li><li>• Makes decisions when they are needed, even if they prove difficult or unpopular.</li><li>• Provides advice and feedback to support others to make accurate decisions.</li><li>• Demonstrates accountability and able to make unbiased decisions.</li><li>• Displays a strong commitment to improving ways of working and generating ideas.</li></ul>
<b>Delivering Results</b>	<ul style="list-style-type: none"><li>• Displays a strong commitment delivering on own/teams' objectives.</li><li>• Pre-plans work programme for own role and teams, taking into account current and future priorities.</li><li>• Monitors own and/or team's performance against agreed outcomes and take corrective action as necessary.</li></ul>
<b>Change, Adaptability &amp; Flexibility</b>	<ul style="list-style-type: none"><li>• Ability to flex approach to the different needs of competing work areas.</li><li>• Demonstrates resilience and positivity in changing and demanding circumstances and to manage effectively in a climate of change.</li><li>• Plays an active role in shaping and delivering organisational change</li></ul>

	and identifying lessons learned.
<b>Professional Excellence</b>	<ul style="list-style-type: none"> <li>• Uses specialist professional//technical expertise and operating knowledge to its fullest extent, where appropriate.</li> <li>• Recognises the need to refer to others' expertise and acts accordingly.</li> <li>• Is a member of appropriate professional body or technical association, where appropriate.</li> <li>• Pro-actively undertakes continuous professional development either within Museum or externally.</li> <li>• Engages with professional networks.</li> </ul>
<b>Strategy &amp; Leadership</b>	<ul style="list-style-type: none"> <li>• Articulates the Museum's purpose and objectives and supports their team to see their role within it.</li> <li>• Actively shares experience and knowledge with team and, where appropriate, the wider Museum to develop understanding and knowledge.</li> <li>• Confidently engages with stakeholders and colleagues at all levels, both internally and externally.</li> <li>• Motivates and provides confidence to team members, allowing them to utilise their skills and knowledge and act with relevant level of autonomy.</li> </ul>

The following are additional desirable:

<b>COMPETENCY</b>	<b>DETAILS</b>
<b>Additional Technical Competencies</b>	<ul style="list-style-type: none"> <li>• Experience of fundraising within an arts/cultural institution.</li> <li>• Experience of working on capital campaigns and revenue fundraising appeals simultaneously.</li> <li>• Experience in working with remote teams and delivering effective internal messaging to create collaborative working environments.</li> <li>• Professional qualifications in Fundraising.</li> <li>• Understanding of tax-effective giving and the codes of fundraising practice.</li> <li>• Experience of developing strategies as part of a wider organisational strategic plan.</li> </ul>

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